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| **Common Promotional activities and descriptions** | |
| **Promotional activity** | **Description** |
| **Manufacturer product or service campaign** | Often, a manufacturer will run a promotional activity independent of the store. The promotion might be held in several retail stores, in different locations, at the same time. It might be to launch a new product or to promote a new model. Supermarkets will often host manufacturer product campaigns, such as taste tests for a new spread. |
| **Loyalty program** | A loyalty program, as the name suggests, encourages people to shop regularly in the same store. It will reward shoppers for their loyalty by recording visits or purchases and giving a free product or discount in return. A commonly used example of this is a buy 10 – get one free card which is stamped when each purchase is made. More and more stores are replacing stamped cards with stored value swipe cards and using technology to keep track of purchases and calculate customer rewards. |
| **Catalogue offer** | Items on sale may appear in a customer catalogue. Sometimes, these catalogue offers are only available to particular customers, eg VIP customers. |
| **Voucher/coupon** | Many stores will give away free credit or products when the customer hands over a voucher or coupon. Customers might get these by buying goods over a certain value. They may even find them on the back of supermarket receipts. Some shopping centres invite stores to participate in a joint promotional activity where customers receive a book of coupons. |
| **Seasonal campaign** | These promotional activities are offered at certain times of the year to sell products related to that season. Sometimes, a seasonal activity can also relate to a particular event, such as Christmas or Mother's Day. |
| **Event** | Stores often conduct an event to sell products or create awareness. This might include a grand opening or a fashion parade. A whole chain of stores will often host a sale to celebrate the opening of one new store or branch. |
| **New line** | A store might celebrate the addition of a new line of products as a promotional activity, eg 'Did you know, we now stock…' |
| **Giveaway** | Giveaways might range from a simple balloon with a store's logo on it to free products. |
| **Free sample** | A store might provide small samples of products so customers can try them before buying them. This is done to encourage more sales. |
| **Sales discounts** | Some store sales are so famous they are a promotional event in their own right. Can you think of some well-known annual toy sales and Boxing Day sales? |